

Pro-AT Group - Canadian Privacy Policy

Introduction

Welcome to Pro-AT Group's Privacy Policy for Canada. We respect your privacy and are committed to protecting your personal information. This policy explains how we collect, use, and safeguard your data when you use our services, and outlines your rights under Canadian privacy laws, including the **Personal Information Protection and Electronic Documents Act (PIPEDA)**.

1. Important Information and Who We Are

Purpose of This Privacy Policy

This Privacy Policy aims to provide clarity on how Pro-AT Group collects, processes, and safeguards personal information in compliance with Canadian privacy laws. It applies to the information collected when you access our website, use our products or services, or communicate with us.

This website is not intended for children under 13 years of age, and we do not knowingly collect data relating to children without verifiable parental consent.

Controller

Pro-AT Group is the controller and responsible for this website. We have appointed a data privacy manager who is responsible for overseeing questions in relation to this privacy policy. If you have any questions, please contact the data privacy manager using the details below.

Contact Details

- **Full Name of Legal Entity:** Pro-AT Group
- **Email Address:** info@pro-atgroup.com
- **Postal Address:** Airedale Enterprise Services, Crown Works Business Centre, Worth Way, Keighley, West Yorkshire, BD21 5LR

You have the right to make a complaint at any time to the relevant regulatory body. However, we would appreciate the chance to deal with your concerns before you approach them, so please contact us in the first instance.

2. The Data We Collect About You

We may collect and process the following categories of personal information:

- **Identity Data:** First name, last name, date of birth.
- **Contact Data:** Email address, phone number, mailing address.

- **Usage Data:** Information on how you interact with our website, products, and services.
- **Technical Data:** IP address, browser type and version, device type, operating system, and platform.
- **Marketing and Communications Data:** Your preferences for receiving marketing materials and communication.

We do not collect sensitive data (e.g., health or biometric data) unless explicitly required for providing services such as accessibility tools, and with your consent.

3. How We Collect Your Personal Data

We collect personal data in the following ways:

- **Direct Interactions:** When you fill out forms, contact us via email, or purchase a product.
- **Automated Technologies:** Information collected through cookies and other tracking technologies when you visit our website.
- **Third Parties:** Data provided by service providers or partners involved in delivering our services.

4. How We Use Your Personal Data

We use your personal information only when legally permitted. Common uses include:

- **Contract Performance:** To fulfil orders or provide requested services.
- **Legitimate Interests:** To improve our products, understand user behaviour, and communicate with you effectively.
- **Legal Obligations:** To comply with applicable Canadian regulations.
- **Consent:** When you explicitly provide consent, such as subscribing to our newsletters.

5. Disclosures of Your Personal Data

We may share your personal information with:

- **Service Providers:** Third-party providers supporting operations, such as payment processors or IT services.
- **Compliance Entities:** Legal or regulatory authorities when required.
- **Partners:** In the context of product integration & development

All third parties are required to handle your data in accordance with Canadian privacy laws and our policies.

6. International Transfers

Your personal data may be transferred to and stored on **Azure servers located in Virginia, United States**, where Pro-AT Group's cloud services are hosted. While data is stored outside Canada, we ensure it receives a level of protection comparable to that required under PIPEDA.

We achieve this by:

- Implementing strict contractual agreements with our service providers to enforce robust data protection standards.
- Regularly reviewing and updating security measures to safeguard your data during transfers and storage.

By using our services, you acknowledge and consent to this international data transfer and storage arrangement.

7. Data Security

We implement robust measures to protect your personal data from unauthorised access, misuse, or loss. Access to your data is limited to authorised personnel and partners who have a legitimate need to use it.

8. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, including legal or regulatory obligations. After this period, your data will be securely deleted or anonymised.

9. Your Privacy Rights

Under PIPEDA, you have the following rights regarding your personal data:

- **Access:** Request a copy of the personal data we hold about you.
- **Correction:** Request corrections to incomplete or inaccurate information.
- **Withdrawal of Consent:** Withdraw consent for data processing, where applicable.
- **Complaints:** File a complaint with the Privacy Commissioner of Canada if you feel your rights have been violated.

To exercise your rights, please contact us at info@pro-atgroup.com.

10. Children's Privacy

Our products and services are intended for users aged 13 and older. For users under 13, we require verifiable parental or guardian consent to collect personal data. Parents can review, update, or delete their child's information by contacting us.

11. Updates to This Policy

We may occasionally update this Privacy Policy to reflect changes in legal or operational requirements. Any updates will be posted on our website with the effective date clearly indicated.

12. Contact Us

For any questions about this Privacy Policy or to exercise your privacy rights, contact our Data Privacy Manager:

- **Email:** info@pro-atgroup.com
- **Mailing Address:** Airedale Enterprise Services, Crown Works Business Centre, Worth Way, Keighley, West Yorkshire, BD21 5LR

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